



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

GRIT
IS PASSION &
PERSEVERANCE
FOR VERY
LONG-TERM GOALS.
GRIT IS
HAVING STAMINA.
GRIT IS
STICKING WITH
YOUR FUTURE,
DAY IN, DAY OUT,
NOT JUST
FOR THE WEEK,
NOT JUST
FOR THE MONTH,
BUT FOR YEARS,
AND WORKING
REALLY HARD TO
MAKE THAT FUTURE
A REALITY.

-Angela Duckworth, author of GRIT

YMCA OF THE FOX CITIES

2020
ANNUAL
REPORT

FROM THE PRESIDENT/CEO AND ASSOCIATION BOARD CHAIR

LEADERSHIP IN ACTION

After 132 years of service to our community, it would be natural to feel like we have seen it all. However, we think it is safe to say that 2020 was unlike any year we have witnessed. It marked the first time in our history that we were forced to close our doors to our members and our community, and we saw over 20,000 members leave our Y over the span of 6 months.

Like we have done so many times in our rich history, we made the decision to walk toward the greatest needs in our community. From pivoting our resources to provide care for the children of essential workers and emergency personnel; to utilizing our parking lots to host 'pop-up' blood centers; to creating virtual platforms for our members and community to stay active in the safety of their own home; to partnering with school districts to keep our kids engaged and learning... we were there for our community when they needed the Y the most.

As we worked our way through closing, reopening, recovery and rebuilding phases of this journey, we were confident that we would be a stronger and more resilient organization at the other end. That confidence was built on a foundation of commitment, determination, grit and perseverance by our staff and volunteer teams from throughout our association. Our staff teams and Board members 'leaned in' and 'leaned on' each other in order to keep our Y sustainable, vibrant and service-oriented.

In a year that we witnessed drastic change everywhere we looked, one of the constants that we saw was the tremendous philanthropic support we received from our community. The most common phrases that we heard in 2020 were: What can I do? And how can I help? Several donors commented that, "We need the Y to be strong, so our community can be strong again."

It was rewarding and overwhelming to have a front row seat to the generosity and grace from individuals, families, businesses, foundations and governmental agencies. Leading the way for so many in our community was United Way Fox Cities as they quickly redirected allocations to allow their agencies to use funds where they were needed the most.

We are all blessed to work and raise our families in such a caring, loving community.

As we enter 133 years of service to the Fox Cities, we are excited to move forward under the guidance of our 'Revitalize 2021' Strategic Plan which will set our course to not only recover, but to thrive as we embark on a brighter, bolder future.

Reflecting on the past year, with an eye on our future, we are humbled and inspired by these two Bible verses:

"And don't allow yourselves to be weary in planting good seeds, for the season of reaping the wonderful harvest you've planted is coming." Galatians 6:9

"Consider it pure joy, my brothers and sisters, whenever you face trials of many kinds because you know the testing of your faith produces perseverance. Let perseverance finish its work so that you may be mature and complete, not lacking anything." James 1: 2-4

Yours in Service,

Laurie Butz • Corporate Board Chair

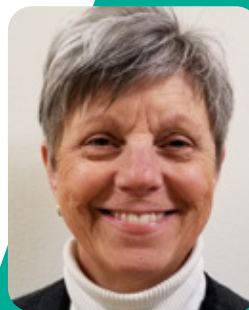
William R. Breider III • President / CEO



RICH COVYEAU

In recognition of Rich Coveyau's longtime support, leadership, advocacy and vision of the Neenah-Menasha YMCA mission and impact on the community.

Rich's service to the Neenah-Menasha YMCA has spanned nearly two decades. He has served several terms on the Board of Directors including terms as Board Vice Chair and Board Chair. Rich served on the Budget & Finance committee for over a decade and provided leadership as the committee chair during that time. He has chaired the Annual Campaign effort for Neenah-Menasha and continues to be a dedicated volunteer. His distinguishing service also includes being an active member of the Mission Emphasis Committee which focuses on keeping the 'C' in YMCA.



SUE SWANSON

In recognition of Sue's volunteer leadership to the Appleton YMCA. Her incredible enthusiasm, passion, pride and dedication to service greatly impacted the health of the Fox Cities. Her influence promoted connections between health care providers and the Y, identifying opportunities to positively influence wellness in our community.

Sue's tenure on the Board of Directors from 1997-2007 included leadership roles as Board Secretary, Program Committee Chair, Nominating Committee member, Strong Kids Campaign Chair and Chairman's Roundtable solicitor. Her steadfast support of the Y is evident through her financial support of the Strong Kids, World Service and Capital Campaigns. Her lifelong commitment to our Y is demonstrated by her membership in the Heritage Club.

Sue is a recipient of the Wisconsin YMCA's Volunteer Key Leader Award. Her generous devotion of time, talent and treasure combine to leave a legacy of a more successful YMCA.

YOUTH DEVELOPMENT

KIDS WHOSE PARENTS LET THEM MAKE THEIR OWN CHOICES ABOUT WHAT THEY LIKE ARE MORE LIKELY TO DEVELOP INTERESTS LATER IDENTIFIED AS PASSION.

~Angela Duckworth, author of GRIT

GRIT

At the Y we support strong, resilient youth by providing positive activities and influences from an early age to help young people reach their full potential, so they can grow into thriving adults.

IN 2020 WE SERVED

- 915 Child care
- 1,892 School age
- 82 Youth In Government
- 650 Classroom Connections

SUMMER CAMP

- 1,964 Summer Day Camp
- 387 Nan A Bo Sho Overnight Camp

YOUTH

- 8,601 Participated in youth sports, gymnastics swimming and the arts
- 2,179 Received financial assistance for membership

Our Ys offer youth and adult programs that connect everyone to the knowledge, resources and community they need to lead active, vibrant lives at every age.

IN 2020 WE SERVED

MEMBERSHIP

- 27,270 Members
- 9,517 Members ages birth to 17

RESERVATIONS

- 81,671 Made by members wanting to resume their wellness routine

CHRONIC DISEASE PROGRAMS

- 111 Participants in
 - LIVESTRONG®
 - STAYSTRONG
 - Diabetes Prevention Program
 - Pedaling for Parkinson's
 - Blood Pressure Self-Monitoring

HEALTHY LIVING

GRIT

IS LIVING LIFE LIKE
IT'S A MARATHON,
NOT A SPRINT.

~Angela Duckworth
author of GRIT



IN 2020 WE SERVED

- 860 Program volunteers
- 2,212 Active Older Adults were able to reestablish connections and reduce social isolation

The Y inspires people from different backgrounds, perspectives and generations to team up to produce long-term, positive change in our community.

SOCIAL RESPONSIBILITY

GRIT

OPTIMISTIC
YOUNG ADULTS
STAY HEALTHIER
THROUGHOUT
MIDDLE AGE AND,
ULTIMATELY, LIVE
LONGER THAN
PESSIMISTS.

~Angela Duckworth,
author of GRIT

AT ITS CORE, THE IDEA OF PURPOSE IS THE IDEA THAT WHAT WE DO MATTERS TO PEOPLE OTHER THAN OURSELVES. ~Angela Duckworth, author of GRIT



FINANCIALS

Statement of Activities

December 31, 2020

Revenue

Membership Fees	\$6,452,780
Program Fees	9,891,624
United Way	619,198
Grants	928,254
Contributions	3,312,328
Miscellaneous	1,884,836

Total Revenue \$23,089,020

Operating Costs

Wages & Benefits	\$13,892,350
Supplies & Food	716,164
Occupancy	3,633,371
YMCA of the USA Support	228,890
Other	571,952
Depreciation	2,508,815

Total Expenses \$21,551,542

Increase (Decrease) in Net Assets* \$1,537,478

*Audited as of December 31, 2020

Statement of Financial Position

December 31, 2020

Cash & Short Term Investments	\$5,138,130
Accounts Receivable	1,018,340
Prepaid Expenses & Other Assets	209,124
Land, Building, and Equipment	33,440,995
Investments	13,123,390

Total Assets \$52,929,979

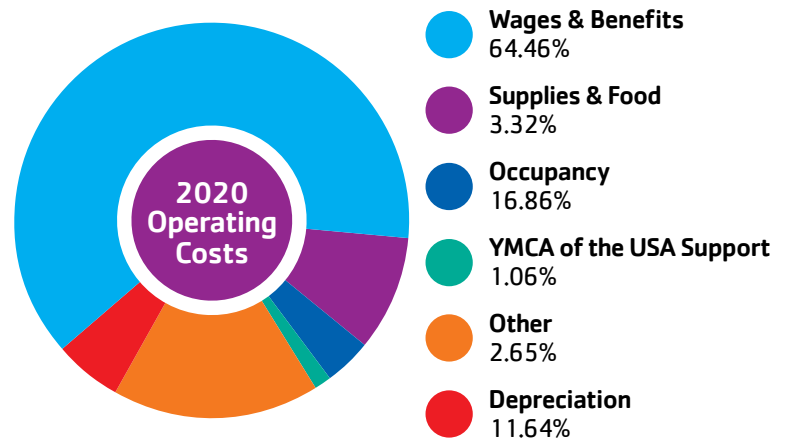
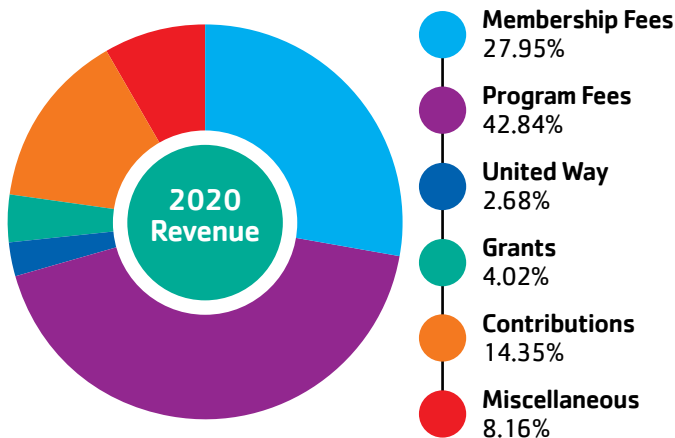
Accounts Payable	\$407,270
Accrued Liabilities	409,820
Deferred Revenue	418,093
Long-Term Debt	1,914,940

Total Liabilities \$3,150,123

Net Assets Without Donor Restriction	\$45,073,586
Net Assets With Donor Restriction	4,706,270

Total Net Assets \$49,779,856

Total Liabilities & Net Assets \$52,929,979





THERE ARE NO SHORTCUTS TO EXCELLENCE.

~Angela Duckworth, author of GRIT

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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

APPLE CREEK YMCA
2851 E. Apple Creek Rd.
Appleton
920.733.9622

APPLETON YMCA
218 E. Lawrence St.
Appleton
920.739.6135

FOX WEST YMCA
W6931 School Rd.
Greenville
920.757.9820

HEART OF THE VALLEY YMCA
225 W. Kennedy Ave.
Kimberly
920.830.5700

NEENAH-MENASHA YMCA
110 W. North Water St.
Neenah
920.729.9622

YMCA OF THE FOX CITIES | ymcafoxcities.org

IMPACT OF ANNUAL CAMPAIGN DONATIONS

Program Subsidy: \$1,156,992

Program Assistance: \$21,941

Membership: \$334,366

Camp: \$37,227

Child Care: \$506,039

LIVESTRONG®: \$43,435

An additional \$700,062 was raised for pandemic relief, which allowed us to remain open and continue to serve our community.

IN 2020

\$2.1 Million shared in financial assistance and program subsidy

DO NOT LET TEMPORARY SETBACKS BECOME PERMANENT EXCUSES.

~Angela Duckworth, author of GRIT

